

## BMS INDULGE

What better to revive your weary body, mind and soul than indulgent pampering. Be it a spa, beauty treatment or even yoga, such simple activities pacify the soul, calm the mind, and relax the body.

With the BMS Indulge StarSpecial, our readers seek to unwind and soothe their senses before the hustle and bustle of the week starts so what better way to introduce your products and services to them. Make a date by calling our representatives today.

### Upgrade your ad to Full Colour!

For Full Page ad, top up an additional RM6,500

For all other ad sizes, add an extra 50% loading to B&W ad rates

### National Advertisement Rates :

**RM78.00** per cm col or contract rates where applicable. 30% discount from Main Paper (Wed-Sat) rates for BW ads.

### Suggested Size

37cm x 8col (Full page)  
18cm x 8col (Half page)  
18cm x 4col (Qtr page)

### Black & White

RM 16,161.60  
RM 7,862.40  
RM 3,931.20

### 2 Neg. Colour

RM 21,161.60  
RM 12,862.40  
RM 8,931.20

### Full Colour

~~RM 25,200.00~~  
~~RM 17,600.00~~  
~~RM 14,080.00~~

Edition: National		
Publication Date	Booking & Story deadline	Material deadline
23 Feb 2020	10 Feb 2020	19 Feb 2020
24 May 2020	11 May 2020	20 May 2020
23 Aug 2020	7 Aug 2020	18 Aug 2020
29 Nov 2020	16 Nov 2020	25 Nov 2020

#### \*Terms & Conditions

- All rates are subject to Service Tax 6%
- Press release must be submitted before the story deadline.
- Interviews will be granted wherever possible at The Star's discretion.
- Size / length of write-up is strictly at the editor's discretion.
- Write-up will be edited and laid out based on editorial house style.
- Ad & story on same / facing pages is not applicable for health related products or services that require MOH / KKLIU approval
- Cover picture & logo buy is only valid with a minimum of FPBW or HPFC ad in the supplement.

### Let's talk about you!

Enjoy a free write-up\* when you book an ad with us (min 72 cm col)

### Maximise your exposure!

Print + Digital Advertorial Package\* RM20,000

- 1 Half Page Black & White ad in the supplement
- 1 write-up in the supplement
- 1 online upload of write-up on TSOL
- 1 week traffic driver
- 1 social media post

### Make an impact!

Get your ad & story featured on the same / facing pages\* at an additional 30% loading

### First impression matters!

Cover picture & logo buy\* RM12,000 (National)